

San Jose's community values and aspirations for the future are guiding forces for this strategic plan. As illustrated in the strategic planning framework presented on page 6, there are five core elements of the plan:

- A *vision* for the City of San Jose's parks, community facilities, programs and neighborhood services;
- *Core values* or qualities of parks, recreation, and neighborhood services that are most valued by the community;
- *Goals* that will define the purpose of this interdepartmental strategic plan;
- *Strategies* that describe how the City will achieve its vision systemwide, citywide and in each council district; and
- *Performance measures* to measure success at achieving this vision.

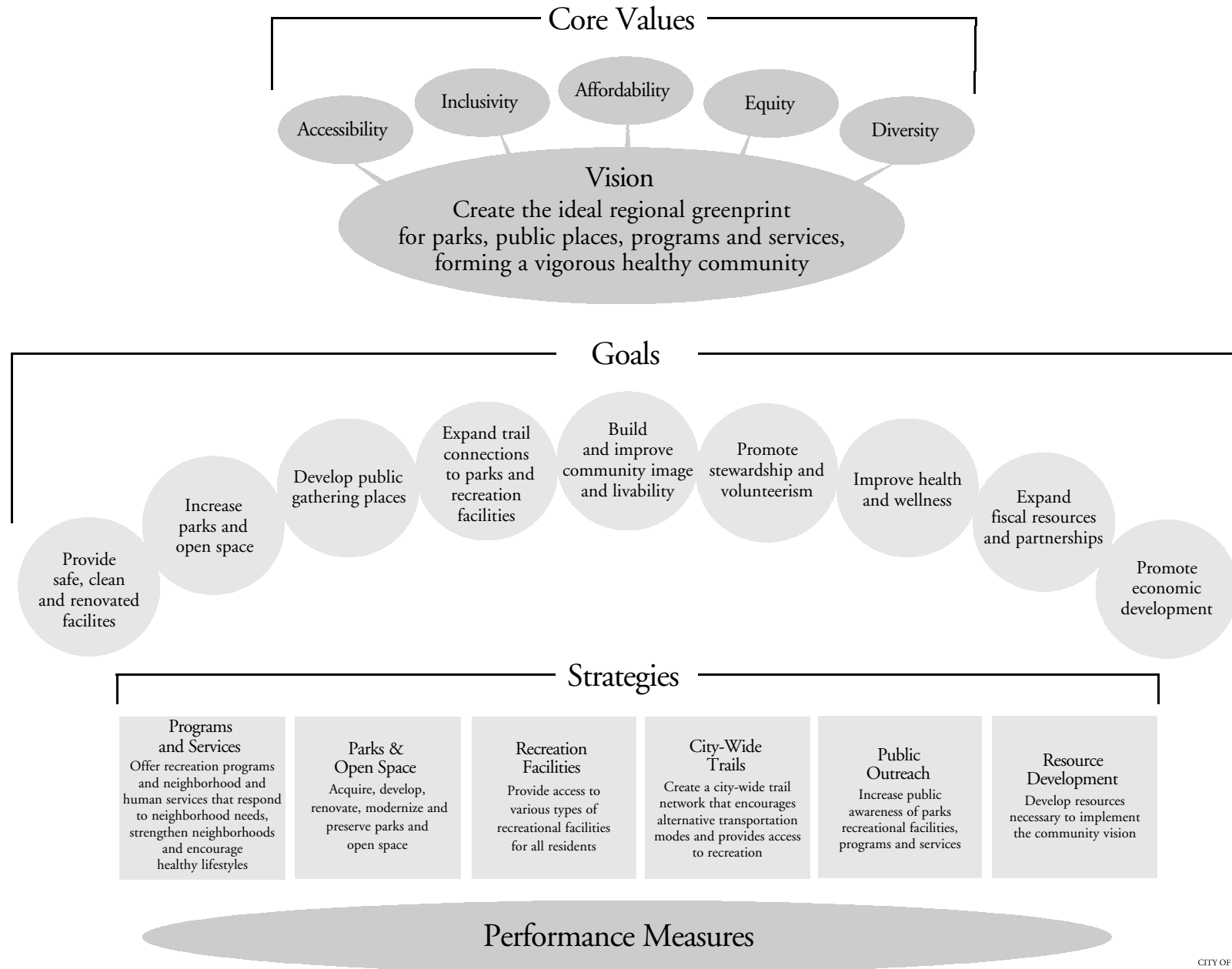
This chapter describes each of these core elements.

Vision

The vision creates a picture of success for San Jose's parks, community facilities and programs. Through the community involvement process, San Jose residents and the Community Advisory Task Force described the following as the vision for San Jose's parks, community facilities, programs and neighborhood services:



Greenprint for San Jose Parks and Community Facilities and Programs



THE VISION

This greenprint for a robust community includes places and activities for personal enjoyment and community interaction. The greenprint will guide our day-to-day decision-making as we strive to make our community more inviting and connected. Sports, culture, art, and fitness opportunities encourage San Jose residents to relax, refresh, play, and explore. Parks, trails, and open spaces connect people with nature and the outdoors. Personal health and wellness as well as community livability is enhanced and improved.

Community is a key element of the vision. San Jose's parks and neighborhood and recreation services nurture a sense of belonging, ownership and common purpose among people who live or work together. Parks and activities foster community connection both in spirit and in activity.

The greenprint is a diverse yet integrated network of places, activities and services. It includes state-of-the-art city-wide facilities, and high quality district and neighborhood facilities. Tranquil natural environments, accessible parks, active sports fields, and a variety of cultural and recreational programs and events serve people of all ages and interests. Neighborhood parks, regional parks, open space, trails, and inviting cultural and recreational facilities provide a comprehensive and vibrant network of recreational venues that are widely valued and enjoyed.



Community residents are proud of San Jose's parks and facilities and join together to care for San Jose's people and places. Residents are active environmental stewards and community volunteers. People enjoy the physical, social and spiritual benefits of a healthy lifestyle.

Together, people, places and services create and sustain a healthy, vigorous San Jose community.



Core Values

Core values are qualities most valued by San Jose residents. These qualities will guide all actions and strategies. The following values are embodied in the goals and strategies for San Jose parks, community facilities and programs.

- *Accessibility* - There is convenient and easy access to parks, facilities and services for all San Jose residents, including those with physical limitations.
- *Inclusivity* - People of all ages, ethnic origins, abilities, and income levels feel welcome in San Jose parks, recreation programs, and neighborhood services.
- *Affordability* - Services, facilities and activities will remain affordable for San Jose residents.
- *Equity* - Parks, facilities and services are equitably distributed throughout the community, strengthening San Jose's neighborhoods and benefiting all residents.
- *Diversity* - People of diverse interests and cultures are served through an array of places, programs and services that meet their varied recreational needs.

Goals

Goals provide focus and direction to the action plan. Nine goals emerged during the strategic planning process, reflecting key directions for the future. These goals are:

- *Provide safe, clean and renovated facilities.*
Safety and security are essential to participation and personal enjoyment. The City of San José will provide

clean and inviting parks and facilities that foster community pride.

- *Increase parks and open space.*

San Jose is growing and developing rapidly. Additional parks and open space are needed to serve the growing population. Open space and land for future parks will be acquired and preserved. The City of San José will provide parks and open space that offer relief from urban development and access to recreation opportunities.

- *Develop public gathering places.*

Gathering places provide healthy, inviting environments for social interaction and enjoyment. The City of San José will provide gathering places that foster a sense of community and provide settings for community and family celebrations.

- *Expand trail connections to parks and recreation facilities.*

A well-developed trail system increases access to parks and recreational facilities. Trails also expand recreational opportunities, such as walking, jogging, cycling, and skating, in a safe and quiet off-street environment. The City of San José will provide trails that improve access and increase recreation opportunities.

- *Build and improve community image and livability.*

Community health and well-being are strengthened through recreational experiences and neighborhood services. Attractive community facilities, services and features generate community pride and a positive, shared identity. The City of San José will improve community image and livability by providing quality parks, facilities, recreation programs, and neighborhood services.

- *Promote stewardship and volunteerism.*

Stewardship and volunteerism are hallmarks of an active and united citizenry. Parks and natural areas provide opportunities for environmental education and stewardship. Programs and services provide opportunities for people to contribute their talents as volunteers. The City of San José will provide opportunities for residents of all ages, backgrounds, and abilities to contribute to their community through stewardship and volunteerism.

- *Improve health and wellness.*

Recreation is key to human development and renewal. Personal health and wellness require opportunities to be physically active, mentally and emotionally recharged, and socially engaged. The City of San José will provide parks, facilities, programs and services that contribute to health and wellness.

- *Expand fiscal resources and partnerships.*

Additional resources are needed to expand and sustain attractive, high quality facilities, programs and services. Community partnerships and collaborations in service delivery maximize available resources, resulting in greater community benefit. The City of San José will identify resources and partnerships necessary to implement the strategic plan, including acquisition, development, maintenance and operations.

- *Promote economic development.*

Community health and vitality are essential to attract and retain employees and businesses and to fuel the local economy. Diverse cultural and recreational opportunities appeal to employers and employees. The City of San José will provide attractive community facilities and programs to enhance San Jose's economy and strengthen neighborhoods.

Strategies

Strategies are the means to achieve San Jose's goals and vision for parks, community facilities, recreation programs and neighborhood services. The six strategy categories below will provide a framework for creating and organizing a detailed action plan to achieve the goals.

These strategy categories include:

- *Programs and Services* - Offer recreation programs and neighborhood and human services that respond to neighborhood needs, strengthen neighborhoods and encourage healthy lifestyles.
- *Parks and Open Space* - Acquire, develop, renovate, modernize and preserve parks and open space.
- *Recreation Facilities* - Provide access to various types of recreational facilities for all residents.
- *Citywide Trails* - Create a citywide trail network that encourages alternative transportation modes and provides access to recreation.
- *Public Outreach* - Increase public awareness of parks, recreational facilities, programs and services.
- *Resource Development* - Develop resources necessary to implement the community vision.

Performance Measures

Performance measures have been developed to gauge progress in achieving the goals described in the strategic planning framework. These measures will be incorporated into the City's Investing in Results program. These performance measures are described in Chapter 8.